# Local breweries in Mecklenburg-Vorpommern adapt to non-alcoholic beer trend



The growing trend of non-alcoholic beer is having a significant impact on the brewing landscape in Mecklenburg-Vorpommern, as local breweries adapt their offerings to align with changing consumer preferences. Notably, establishments such as Lübz, Störtebeker, and Dargun are increasingly focusing on "Zero Alcohol" products, which aim to cater to a rising demand for healthier beverage options.

Bastian Pochstein, managing director of the Mecklenburg Brewery Lübz, highlighted the industry's challenges in an interview, stating, "The beer market is clearly declining." Consumption patterns have shifted notably, with traditional Pilsner varieties witnessing decreased demand. In response, Lübz Brewery has prioritised the production of lighter beers, like Küstenhell, and has successfully increased its revenue by 2.5% in 2024 due to a strategic shift towards non-alcoholic alternatives. The brewery's non-alcoholic Pils saw a considerable sales bump of over 27% year-on-year, while their Naturradler Lemon reported a growth of more than 17% compared to 2023.

To enhance its product line, the four largest breweries in northern Germany have made substantial investments. The Mecklenburg Brewery, for example, has added a de-alcoholization plant to its operations, enabling the removal of alcohol from various beverages, including beers. This technological advancement is aligning with market demands for entirely alcohol-free beer options.

Similarly, Störtebeker Brewery, based in Stralsund, has launched five new non-alcoholic beer varieties. Managing director Jürgen Neuhaus acknowledged the necessity of adapting to shifting market dynamics, emphasising, "We have to adapt to the new market." He noted the demand for flavourful, non-alcoholic options, stating, "And that, without losing flavour," in reference to their new 0.0 percent beers. Störtebeker's focus on milder beers brewed with less hops and more malt caters particularly to younger demographics, who show a marked preference for such beverages. The brewery reported nearly three percent revenue growth in the past year, indicating a successful pivot towards non-alcoholic offerings.

Beverage innovation is also evident at Dargun Brewery, where beer-mixed drinks have gained traction. Key account manager Matthias Tietten mentioned the popularity of their Naturradler, which maintains a two percent alcohol content. Dargun has similarly invested in de-alcoholisation technology to keep pace with market trends, affirming that the "zero sector will continue to grow."

The overall consumption behaviour among the younger cohort has transformed, with a heightened focus on health. As noted by Axel Heidebrecht, managing director of Getränkeland, "People, especially the younger generation, pay much more attention to their health today." These trends were underscored during an annual trade fair in Rostock, where industry leaders discussed evolving drinking habits and consumer preferences.

In conclusion, the adaptation of local breweries in Mecklenburg-Vorpommern to the non-alcoholic beer trend reflects a broader shift within the marketplace. As consumption declines in traditional alcohol categories, breweries are poised to expand their non-alcoholic selections, presenting strategic opportunities to meet changing consumer demands. Examining these market developments provides valuable insights for stakeholders in the alcohol industry seeking to navigate current trends.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://worldbrewingalliance.org/how-germany-became-a-leading-innovator-and-consumer-of-non-alcoholic-beer/> - This article supports the growing trend of non-alcoholic beer in Germany, highlighting its innovative production methods and increasing popularity, which aligns with the shifts in consumer preferences noted in Mecklenburg-Vorpommern.
* <https://minikeg.blog/en/know-how-en/7-facts-around-the-trend-beverage-non-alcoholic-beer/> - This blog post provides insights into the trend of non-alcoholic beer in Germany, including its historical development and current market share, which corroborates the rising demand for healthier beverage options.
* <https://www.statista.com/topics/1734/beer-market-in-germany/> - Statista provides data on the German beer market, including trends in consumption and production, which supports the shift towards non-alcoholic beers as traditional Pilsner varieties see decreased demand.
* <https://www.brewersofeurope.org/beer-statistics/> - The Brewers of Europe website offers statistics on European beer trends, including the growth of non-alcoholic beer, which aligns with the strategic shifts by breweries in Mecklenburg-Vorpommern.
* <https://www.beveragedaily.com/Article/2023/03/15/Non-alcoholic-beer-market-trends> - This article discusses global trends in the non-alcoholic beer market, highlighting consumer preferences for healthier options and the technological advancements in de-alcoholization, supporting the investments made by breweries in Mecklenburg-Vorpommern.